

Appln No. 10/743671  
Amdt. Dated: October 10, 2006  
Response to Office Action of August 11, 2006

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### **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Office Action dated August 11, 2006.

#### **Amendments**

Claims 1 and 8 have been comprehensively re-drafted in order to exemplify the differences between the present invention and Dymetman. Basis for these amendments can be found in claim 1 as filed, Sections 7.2.1 and 7.2.2 of the description (at pages 53-55), and Section 1.3 of the description (at pages 17-18).

#### **Claim Rejections - 35 USC § 112**

The parts of claim 1 deemed objectionable under 35 USC 112 have been deleted. Claim 1 is now specifically directed at a method of printing a publication having an input element readable by a sensing device.

#### **Claim Rejections - 35 USC § 103**

The Applicant contests the Examiner's argument that Dymetman discloses the steps specified in claim 1, which enable coded data and human-readable information to be printed at the same time.

Dymetman appears to hint at the possibility of coded data being either underprinted or overprinted with the human-readable information. In essence, this is teaching the skilled person that there are two possibilities (1) printing a coded blank substrate and then overprinting with human-readable information in a subsequent printing step; or (2) printing human-readable information and then overprinting with coded data in a subsequent printing step.

However, Dymetman clearly fails to teach generating first dot data for coded data, generating second dot data for human-readable information and compositing the dot data in a printer prior to printing. These steps, as specified in claim 1, enable the present invention to print interactive publications on demand with human-readable information and coded data being printed at the same time.

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Furthermore, since the page identity and page description are determined *prior* to any printing being performed in the computer system, an automatic association can be made in the computer system between the page identity and each input element. This automatic association in the computer system is neither taught nor is it possible in the system described by Dymetman.

Accordingly, for at least these reasons, it is submitted that the present invention is not obvious in view of the teachings of Dymetman.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

Applicant/s:



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